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**FACSIMILE TRANSMITTAL**

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<b>To:</b>	<b>FACSIMILE NO.:</b>	<b>TELEPHONE NO.:</b>
MAIL STOP AMENDMENT Commissioner for Patents P.O. BOX 1450 Alexandria, VA 22313-1450	571-273-8300	571-272-2100
Examiner: Corrielus, Jean M. Art Unit: 2162		

<b>FROM:</b>	Bernard L. Kleinke, Esq.
<b>RE:</b>	Applicant: David R. Miller, et al. Title: HOUSEHOLD LEVEL SEGMENTATION METHOD AND SYSTEM Appl. No. 09/872,457 Filing Date: June 1, 2001
<b>FILE NO.</b>	2174-101
<b>DATE:</b>	September 6, 2005

DESCRIPTION OF DOCUMENT, COMMENT OR SPECIAL INSTRUCTIONS:	
NUMBER OF PAGES SENT: <u>17</u> (including cover sheet)	

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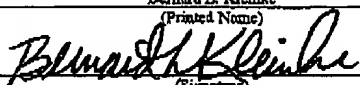
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SEP 06 2005

App. No. 09/872,457  
Amdt. Dated September 6, 2005  
Reply to Office Action of June 3, 2005  
Atty. Dkt. No. 2174-101 (formerly 041581-2002)

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicant: David R. Miller, et al.  
Title: HOUSEHOLD LEVEL SEGMENTATION  
METHOD AND SYSTEM  
Appl. No.: 09/872,457  
Filing Date: June 1, 2001  
Examiner: Corrielus, Jean M.  
Art Unit: 2162

<p align="center"><b>CERTIFICATE OF MAILING BY FACSIMILE</b></p> <p>Date of Deposit: September 6, 2005</p> <p>I hereby certify that this correspondence is being facsimile transmitted on the date indicated above to the MAIL STOP AMENDMENT, Commissioner for Patents, P.O. BOX 1450, Alexandria, VA 22313-1450 at telephone No. 571-273-8300.</p> <hr/> <p align="center">Bernard L. Kleinke (Printed Name)</p> <p align="center"> (Signature)</p>
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**AMENDMENT TRANSMITTAL**

MAIL STOP AMENDMENT  
Commissioner for Patents  
P.O. BOX 1450  
Alexandria, VA 22313-1450

Sir:

Transmitted herewith is:

☒ A Reply and Amendment in the above-identified application

☒ The Commissioner is hereby authorized to charge any additional fees which may be required either now or in the future regarding this application under 37 C.F.R. §§ 1.16-1.17, or credit any overpayment, to the Deposit Account No. 502635 of DUCKOR SPRADLING METZGER & WYNNE. Should no proper payment be enclosed herewith, as by a check being in the wrong amount, unsigned, post-dated, otherwise improper or informal or even entirely missing, the Commissioner is authorized to charge the unpaid amount to the Deposit Account No. 502635 of DUCKOR SPRADLING METZGER & WYNNE. If any charges or fees must be paid in connection with the foregoing, concurrent or future communication (including, but not limited to, the payment of an extension fee or issue fees), or if any overpayment is to be refunded in connection with the above-identified application, any such charges or fees, or any such overpayment may be respectfully paid out of, or into, the Deposit Account No. 502635

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App. No. 09/872,457  
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Atty. Dkt. No. 2174-101 (formerly 041581-2002)

of DUCKOR SPRADLING METZGER & WYNNE. If any such payment also requires a petition or extension request, please construe this authorization to pay as the necessary petition or request, which is required to accompany the payment.

Please direct all correspondence to the undersigned attorney or agent at the address indicated below.

Respectfully submitted,

Date: September 6, 2005

By: 

DUCKOR SPRADLING METZGER & WYNNE  
A Law Corporation  
401 West A Street, Suite 2400  
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**REPLY AND AMENDMENT**

MAIL STOP AMENDMENT  
Commissioner for Patents  
P.O. BOX 1450  
Alexandria, VA 22313-1450

Sir:

In response to the Office Action dated June 3, 2005, please amend the above-identified application as follows:

**Amendments to the Claims** begin on page 2 of this paper.

**Remarks/Arguments** begin on page 6 of this paper.

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